

Jobbers Extend Welcome to Retailers Coming This Week



VIEW OF WHOLESALE ROW FROM 9th and JACKSON

THE Omaha Jobbers' and Manufacturers' association has purchased a goodly portion of the Orpheum theater's best seats for Wednesday evening and a gigantic theater party will be given that evening to visiting retail merchants, their wives, sweethearts and sisters who come to Omaha for Merchants' Spring Market Week, March 23 to 28.

The theater party will follow a dinner to be given at one of Omaha's big hotels, from which the guests will proceed direct to the theater.

This is only one feature of the many that have been planned for the week by Omaha jobbers and manufacturers, who are looking for hundreds of retailers to come to the city to complete their spring stocks next week.

Tuesday evening the two top floors of the Woodmen of the World building, comprising all of the Commercial club rooms, will be given over to the visitors. There will be some fun here, too. Dancing will be one of the chief attractions, and some of Omaha's best dancers will demonstrate the tango, the Castle walk and other late dances, after which the floor will be open to all who care to try either the new or the old steps. An exhibition of artistic window dressing by two or three of Omaha's experts will be an educational feature much appreciated and the evening will end with a buffet luncheon.

So much for the social side. The main purpose of the meeting is to give the



ORPHEUM THEATRE

merchant the opportunity to make personal selections for his spring stocks from the largest assortments displayed to the best advantage in the jobbing houses, where the sole idea for the week will be quick and efficient service.

In former seasons, the merchants' "spring meeting" has been extended over a period of three months, and no very

large number of merchants was here on any particular day.

This year all efforts have been concentrated on a single week, and the market will be shown at its very best, when stocks are complete.

Merchants will be here in sufficient numbers to make possible such entertainments as those mentioned above, which

is impossible, of course, when only a few come each day.

The jobbers and manufacturers promise to make the meeting one that visitors will never forget and one that will never be thought of by rival markets without pang of jealousy.

Key to the Situation—Bee Advertising.



M.E. SMITH & CO.



BYRNE-HAMMER BUILDING

RETAIL MERCHANTS:
YOU ARE INVITED TO
OMAHA
MARCH 23-28
SPRING MARKET WEEK



VIEW OF RETAIL DISTRICT



PAXTON & GALLAGHER CO.



CRANE CO.



L. G. DOUP CO



CARPENTER PAPER CO.

Wheeler, city clerk of South Omaha, and member of the junior class at Creighton. The other initiates were: John J. Shannon, Jersey City, N. J., freshman law; Lea Madden, Wausau, Minn., junior law; Harry E. Gantz, Alliance, Neb., freshman law; Dexter E. Corson, Omaha, freshman law; Chester A. Morgan, Wagner, S. D., freshman law; Harold Dresel, Waterville, Minn., freshman law, and Edward Swoboda, Omaha, freshman law. Last evening's work was concluded with a good fellowship session and a smoker.

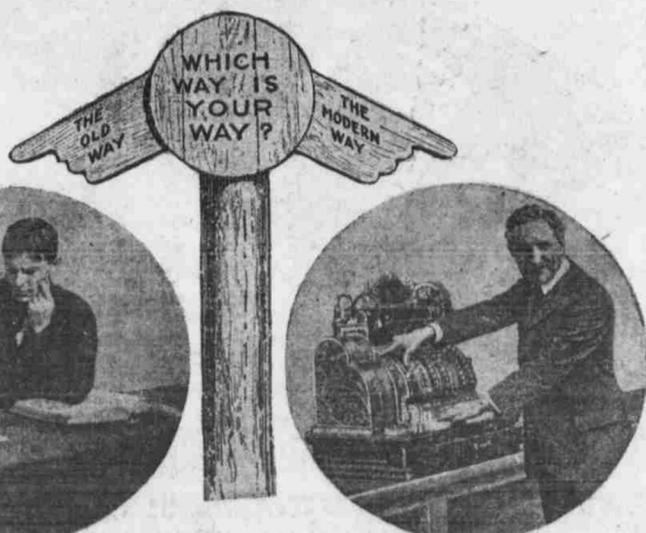
DIETZ SECURES OLD VOLUME FOR LIBRARY

C. M. Dietz has just purchased from Kleiser's book store a very rare copy of an early history of Nebraska, entitled, "Sketches of Nebraska." The illustrations in this book are all real photographs tipped in. One of the groups of photographs contains the members of the legislature of 1871, in which Mr. Edward Rosewater appears as quite a young man. But what makes the volume still more of an antiquity is the fact that it is inscribed by George Francis Train to William Henry Bagley from George Francis Train, next president America, dates Baltimore, July 13, 1872. It is the intention of Mr. Dietz to have this volume bound up in a substantial way and placed in the Omaha public library.

DELTA THETA PHI TAKES NEW MEMBERS INTO FOLD

Theta chapter of Delta Theta Phi, legal fraternity, initiated eight new members at the fraternity house, 228 Howard street, last night. The work was put on by the local senate, with the assist-

ance of the members of the alumni senate residing in this city. Harold Dresel of Waterville, Minn., and Edward Swoboda of Omaha, two of the initiates, took first and second honors, respectively, at the first semester examinations for Creighton law freshman this year. Those initiated included also Perry M.



This merchant is using an old-fashioned cash drawer. As a result, he does not know how much money he should have at the end of the day's business; how many items his clerks forgot to charge; whether money is missing because of carelessness or temptation of employees.

He runs his store by guesswork, depending on memory for a record of his business. Each day he does unnecessary work, and worries about his business after working hours, which injures his health and unfits him for the next day's business.

This merchant is using a National Cash Register. He knows that all money received during the day is in the drawer at night, and that he has a printed record of each transaction. He knows that nothing has been lost through temptation or carelessness. He can tell which clerk sells the most goods.

When he locks his store at night, he leaves all business cares behind. Forgotten charges, disputes with customers and loss of trade don't worry him. His mind is free to think about how to get more business.

Call at our salesroom, 404 South 15th St. when in Omaha next week.

H. B. WHITEHOUSE, Sales Agent
NATIONAL CASH REGISTER COMPANY



NEW HOME OF THE

Beebe & Runyan Furniture Company

The Most Modern Furniture Jobbing Plant in the Entire Country.
SIX ACRES OF FURNITURE UNDER ONE ROOF

We urge all dealers in our line to join the army of buyers who will visit Omaha during

Spring Buyers' Week, Commencing March 23d

and to make our office your headquarters. We are showing some wonderful values and your stock will be materially strengthened by placing our new goods on your floor.

BEEBE & RUNYAN CO., U. S. A.